



VTech® Ring & Learn Cash Register™ Honored with Oppenheim Toy Portfolio Platinum Award

Interactive Cash Register Received Top Honor from Independent Guide to Children's Media

CHICAGO, October 28, 2016 /PRNewswire/ Today VTech® announced its [Ring & Learn Cash Register™](#) received an esteemed Platinum Award from the Oppenheim Toy Portfolio. The interactive cash register, which comes with a shopping basket and play food to encourage little ones with role-play fun, was recognized as one of the most innovative and engaging products of the year.

"We are very excited that our Ring & Learn Cash Register has been acknowledged by the respected Oppenheim Toy Portfolio," said William To, President, VTech Electronics North America. "This product is a wonderful example of how we develop engaging toys that enrich children's development through play and discovery, and it's an honor to see our efforts recognized with a Platinum Award."

Little shoppers will love filling their basket with healthy play food and pretending to buy it with this interactive Ring & Learn Cash Register. They can weigh the food, ring up the order and use the credit card to pay for the groceries. Each interaction is rewarded with a variety of playful phrases, fun sounds, songs and music. Children can press the light-up number buttons to introduce numbers, colors, food and hear healthy-eating phrases. For even more role-play fun, they can press the "open" button to pop open the cash register drawer.

"Our toddler testers loved the Ring & Learn Cash Register and the shopping basket of play food that comes with it," said Stephanie Oppenheim, publisher of the Oppenheim Toy Portfolio. "It's a great, age-appropriate prop for role-playing that helps children explore concepts of cause and effect as they press buttons and are rewarded with fun lights and sounds."

The Ring & Learn Cash Register is designed for ages 12-36 months and retails for \$24.99. Additional information can be found at www.vtechkids.com/learning.

About VTech

VTech® is a world leader in age-appropriate and developmental stage-based electronic learning products for children. As a pioneer in the learning toy category, VTech develops high-quality, innovative educational products that enrich children's development and make learning fun. With a rich, almost 40 year history, VTech has not only established itself as a learning authority but also consistently remains at the forefront of innovation with multiple award-winning products. The company also has a broad range of award-winning infant and preschool products available in 24 different languages worldwide, with more than 100 new products introduced every year. VTech was awarded a prestigious 2015 Toy of the Year (TOTY) Award for its Go! Go! Smart Animals® Zoo Explorers Playset™. In order to further strengthen VTech's position as a learning authority, the company's Expert Panel, with esteemed experts in reading, language arts, science, math, and child development, consult on new product introductions.

VTech Electronics North America, LLC is based in Arlington Heights, Illinois. VTech Electronics Limited is headquartered in Hong Kong with distribution globally.

For more information on VTech's additional product lines, visit www.VTechKids.com, www.facebook.com/VTechtoys on Facebook or follow @VTechToys on Twitter.

About the Oppenheim Toy Portfolio

Founded in 1989 by child development and toy experts, Joanne Oppenheim and her daughter Stephanie Oppenheim. The independent organization does not accept entry fees for reviewing products. Their awards are the benchmark of excellence with consumers, media and the toy industry. The Oppenheims are Contributors to NBC's TODAY Show. For more information, visit toyportfolio.com.

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